

Where is the payoff for being a responsible small market broadcaster? It seems that new regulation is prompted by actions of those whose pockets are deep and costs imposed by the FCC for actions deemed irresponsible are considered "a cost of doing business". As they believe controversial content drives listenership and they have the money and are willing to spend it to increase their numbers. I thought the increase in the penalties was an action in the right direction but now this recording issue is going to impose undue harm on small companies that are trying to keep their heads above water and do all those things the FCC says it is promoting: localism, decent programming, diverse ownership. How about just making those who have had complaints record their programming as part of their punishment. I may not know the answer but I do know that small companies cannot afford the equipment and personnel time it will take to administer the recording rule as it stands. One step forward...two steps back.

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